

HISTORIC PRESERVATION AS AN
ALTERNATIVE FORM OF SMALL
TOWN DEVELOPMENT

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ABSTRACT

A systematic random sample of 97 adult residents was drawn from a small community in central Ohio to test the relevance of a social exchange theoretical perspective for predicting involvement in local historic preservation programs. Selected variables were correlated with willingness to commit limited resources to local historic preservation efforts. The findings basically supported the theoretical perspective and revealed a significant portion of the study respondents were willing to make commitments to local historic preservation efforts. Historic preservation is discussed in the context of an alternative to conventional development strategies for residents of small towns who want to strengthen local initiative and involvement.

Historic Preservation as an Alternative Form of Small Town Development

INTRODUCTION

Community development practitioners frequently assert that planned change efforts are most successful when community problems are attacked through use of a local cooperation and participation approach [Beal, 1961; Biddle and Biddle, 1965; Cary, 1970; Sanders, 1958; Warren, 1978]. In fact, Warren [1978] asserts that the primary purpose of the community development process is to strengthen the social network of local cooperation which he terms "horizontal linkages."

While it is desirable to have local cooperation and involvement in development efforts, people living in small towns¹ are often reluctant to take action because the community groups are frequently declining as interactional units [Margolis, 1980; Kaufman, 1959]. It is especially difficult for change agents to initiate development activities in communities characterized by apathy, disenchantment, and few available development resources [Gingrich, et al, 1977].

There are many reasons why people are reluctant to become involved in community development programs, but past failures are certain to reduce enthusiasm for participation. If past efforts have been unsuccessful, then people will tend to be reluctant to participate because they may believe that future efforts will also fail [Biddle and Biddle, 1965]. One strategy to reduce the fear

of failure is to initiate development efforts which rely upon less conventional forms of development programs that will attract a wide range of local commitments [Beal, 1961; Napier and Maurer, 1978]. Such efforts should include numerous short-run task objectives, be economical, and non-threatening to existing social situations. Short-run goals should be established which can be achieved, because successful goal accomplishments generate additional incentives to participate.

Not all forms of development will be defined as desirable by all inhabitants. For example, industrialization, population growth, and large-scale capital improvements may be laudable goals to some people while others may define such development as the antithesis of the goals to be achieved. Alternative development options should be explored in such situations. One option which is seldom considered but satisfies the aforementioned conditions is historic preservation.² One proponent [Denman, 1978] of historic preservation, however, suggests that such efforts may be quite adaptive to the small town setting and prove to be quite beneficial to the local group. Even though some people have raised the issue, historic preservation has received little research attention. In an attempt to address this issue a study was undertaken to assess the correlates of commitment to local historic preservation as a development alternative for a small town in central Ohio. A theoretical perspective developed from social exchange theory [Ekeh, 1974; Blau, 1964; Homans, 1961; Simpson, 1972; Skidmore, 1975; Turner, 1974] was developed and

put to empirical test. The findings are discussed in the context of applied community development programs.

SMALL TOWN HISTORIC PRESERVATION:
A LITERATURE REVIEW

While some literature exists on the costs and benefits of historic preservation in rural settings [Carter, 1978; Hanauer, 1977; Bruce and Knutson, 1977; Galbreath, 1977], it is primarily descriptive of the economic utility of such a development approach. Research conducted in urban areas concerning the social and economic costs of preservation is available [Houston-Galveston Area Council, 1975; Crolius and Quayle, 1978; Lu, 1976; Knight, 1978]; however, it rarely addresses the problems of local initiative and commitment. Historic preservation research tends to be focused upon such issues as the displacement of the poor, the cost of restoration, and zoning. The existing literature also places considerable emphasis upon federal programs which are available to help finance urban preservation projects [Ohio Municipal League, 1977].

While some development research conducted in small towns tends to suggest that outside funding for community development projects are often scarce [Hitzhusen, 1978; Ball and Huemann, 1979; Rural America, Inc., 1978], research in the area of historic preservation indicate that such projects seldom require large capital expenditures. In fact, nearly all of the small town preservation projects listed by the America the Beautiful Fund [1973] have been implemented and financed by local people.

Unlike the economic reasons frequently cited for undertaking restoration programs in urban areas, people in most small towns are motivated to action by cultural and sociological reasons. For example, Buckfield, Maine restored an old church for social functions. Mound City, Illinois reclaimed an old railroad depot for use as a library. South Bloomfield, Ohio created an Olde Village Days Festival to raise money for local community projects. Still other communities have organized outdoor dramas, folk festivals and handicraft fairs to serve local needs as well as tourist attractions. In some cases, communities will periodically organize local history tours, exhibits, talent shows, antique fashion shows, oral history recordings, quilting bees, art fairs, and hundreds of other small-scale programs. Because these projects can be produced at regular intervals and at relatively little cost, they can be employed to maintain or increase commitment to long-term community goals which cannot be immediately realized [America The Beautiful Fund, 1973; Beal, 1961].

While community groups engaged in preservation efforts obviously benefited in some manner, they were seldom rewarded with significant economic gains such as jobs and expanded local business. Local people most frequently report that preservation projects have improved the aesthetic character of their town, or have strengthened community unity and pride [Steele, 1978; Williams, 1975; America The Beautiful Fund, 1973]. Some community groups which initiated small preservation projects report success

in addressing other problems such as downtown renewal and economic recovery [Wagner, 1977; Underwood, 1977].

Local preservation projects require many types of resources to be successfully implemented. If community groups were unwilling to assume the costs, then small town historic preservation would probably not take place. Goodenough [1963] and Cary [1970] cite time commitments as being imperative for community development efforts, and such commitments are extremely important to local historic preservation. Many hours of volunteer time are required to plan programs, to raise funds, and to perform various work tasks. Other types of costs which must be borne by local people include such things as financial commitments in the form of donations of money or support of local tax levies. People may be asked to donate materials, loan equipment and tools, and to contribute local historical objects in their possession [America The Beautiful Fund, 1973]. Local residents may have to accept zoning controls to protect the dignity of historically significant structures in the community [Cooper, 1976]. Persons engaged in preservation efforts may also suffer ridicule for their support of such development efforts [Trigg, 1973] which can be interpreted as a personal cost. Individuals engaged in historic preservation efforts frequently must be willing to forego other development efforts because resources allocated to historic preservation efforts cannot be used to advance other development programs.

Given the lack of sociological research on historic preservation, it is difficult to identify significant factors

which may be predictive of willingness to support local historic preservation efforts. One theoretical perspective which has been successfully used to assess the perceived costs and benefits associated with selected development efforts is social exchange theory [Napier and Maurer, 1978; Napier and Mast, 1981]. This theoretical perspective is used to develop testable hypotheses concerning historic preservation.

SOCIAL EXCHANGE THEORY AND COMMITMENT TO LOCAL HISTORIC PRESERVATION EFFORTS

The theoretical perspective developed for this study is based upon selected components of social exchange theory [Blau, 1964; Ekeh, 1974; Homans, 1961; Simpson, 1972; Skidore, 1975; Turner, 1974]. Social exchange theory is predicated on the assumption that people are reward-seeking and punishment-avoiding creatures. It is also assumed that people seek profits³ in all social relationships, which implies that individuals weigh social, economic, and psychological costs and rewards of alternative action options before acting. Individuals will select the action option which is perceived to produce the highest profits or fewest costs [Simpson, 1972]. This assumes, of course, that the actor has not become satiated with a particular reward generated by a specific action and that the actor is free to act in his/her best interests.

The desire to receive rewards becomes a primary motivation force for participating in many action situations. The perceived rewards of involvement must be greater than the perceived cost of

involvement or the individual will not elect to participate; assuming the individual has a choice. For example, development options which will produce rewards for people with particular personal investments⁴ will tend to be more strongly supported by persons who possess those investments than those who do not. Insight into relevant investment characteristics and how they relate to rewards becomes a prerequisite for assessing potential involvement in particular action situations.

In the case of commitment to local historic preservation, the theoretical task for prediction purposes is to identify investment characteristics which affect the type of profits one can realistically expect to receive from preservation projects. Individuals with investment factors that will increase the probability of receiving rewards should tend to be more supportive of such development programs than people who do not possess such investments. Subsequently, people who expect to benefit from preservation efforts should be more willing to commit resources to local preservation efforts. The investment factors chosen for investigation are: age, length of residence, ancestral ties, economic class, formal organizational membership, sex, familiarity with local history, exposure to local historic educational programs, restoration site visitations, possession of local historical material, and attitudes toward historic preservation. A brief discussion of how these selected investment variables should affect local historic preservation commitment is as follows:

Age

Recreational research [White, 1975] has shown that young adults are involved in active and intense forms of recreation, while older citizens are more likely to enjoy passive types of recreation such as museum touring. Aged people normally have more free time available that could be applied to committee work, oral history taking, and other less strenuous, but necessary, preservation activities than young adults who have employment and family responsibilities [Swanson, 1970]. Reminiscing is a psychologically rewarding activity for the elderly which is also valuable for preservation efforts. Finally, older people who have and display momentos from their past should receive personal gratification by insuring that some part of their life will be admired by others long after they are gone. Therefore, it is hypothesized that age will be significantly related to local historic preservation commitment.

Length of Residence

Long-term residents would probably place greater sentimental value on local historical material related to their life experiences in the community than short-term residents, simply because short-term residents have not had the time to form a sentimental attachment to their new community or its history. Because long-term residents should have a greater propensity to value the history of the local area, it is hypothesized that length of residence will be significantly related to local historic preservation commitment.

Ancestral Ties

The public display and preservation of historical material from a local area can bring recognition to families whose ancestors were involved in the community's past or have made special contributions to the community. People with few or no local ancestral ties would probably be less disturbed if historical materials were destroyed. Therefore, it is hypothesized that ancestral ties will be significantly related to local historic preservation commitment.

Economic Class

Ability to benefit from and contribute to local historic preservation is affected by socio-economic status. Higher status people are relatively better able to contribute financially to a historic preservation program than lower status residents because

they have a greater amount of discretionary income. Higher status people are also better able to make capital expenditures to benefit from potential economic activity generated from historic preservation efforts. It is hypothesized that economic class will be significantly related to local historic preservation commitment.

Formal Organizational Membership

While there are many types of rewards recognized in social exchange theory, symbolic rewards such as personal gratification and recognition for problem solving efforts are highly valued [Blau, 1964]. Formal organizations reward active members with status and leadership positions [Robertson, 1974]. In order to acquire these organizational rewards, individuals must demonstrate their willingness and ability to further community projects. Historic preservation project involvement can provide these individuals with recognition. Therefore, it is hypothesized that membership in formal organizations will be significantly related to local historic preservation commitment.

Sex

Historic preservation efforts in a small community require different types of development commitments. Some commitments require physical labor and specialized skills, while others require different types of skills. Traditionally males have greater access to construction type skills, while females have been involved in less labor-intensive work. Males may be better able to donate construction skills, while females may find it easier to donate time for less physically demanding tasks. This division of labor suggests that both sexes should be involved in different task areas, but the gratification rewards should be similar. Therefore, it is hypothesized that sex will not be significantly related to local historic preservation commitment.

Familiarity with Local History

Acquired knowledge of any subject can be considered an investment in that particular subject area. As people gain insight into relevant local history and learn to value their knowledge of it, they should develop a propensity to engage in efforts to enhance local history. Therefore, it is hypothesized that familiarity with local history will be related to local historic preservation commitment.

Exposure to Local Historic Educational Programs

New ideas are communicated to the members of a group by the diffusion process. During diffusion, people are educated about the new innovation and its benefits. As people become informed, they may develop positive perceptions about the personal benefits to be gained from the new idea or practice and adopt it. Diffusion research indicates that attitude formation is preceded by education [Rogers and Shoemaker, 1971]. Local historic educational programs are designed to heighten public awareness of local history and to increase positive perceptions of the potential benefits of historic preservation. People who are exposed to such information should be more likely to value local history and subsequently should support efforts to preserve it. Therefore, it is hypothesized that exposure to local historic educational programs will be significantly related to historic preservation commitment.

Restoration Site Visitations

Exposure to restored areas or historic preservation programs can also be viewed as a means of educating people to the value of historic preservation. As people become more familiar with the benefits associated with preservation efforts, they should perceive the value of preservation programs and become more willing to engage in such efforts in their local communities. Therefore, it is hypothesized that restoration site visitations will be significantly related to historic preservation commitment.

Possession of Local Historical Material

Individuals who possess local historical material receive group recognition when their collection is displayed. Therefore, it is hypothesized that the possession of local historical material will be significantly related to local historic preservation commitment.

Attitudes Toward Historic Preservation

As people become aware of the potential benefits associated with local historic preservation relative to the costs, they should develop more positive attitudes toward such efforts. Positive attitudes should lead to a willingness to commit resources to historic preservation efforts because people act in terms of their perceptions of reality (object-attitude agreement). Therefore, it is hypothesized that attitudes toward historic preservation will be significantly related to local historic preservation commitment.

METHODOLOGY

To test the merits of the theoretical perspective offered above, a study was conducted during the late winter and early spring of 1980 in a small rural town located twenty miles south of a major city in central Ohio. The town is comprised of approximately 700 households and about 2,300 inhabitants.

When this village was incorporated in 1882, it was a farm trade center located on the Scioto Valley Railroad line. The railroad served as a transportation linkage to other areas of the region and nation, and gave the town a comparative advantage over other communities in the township. As a result, the town served as a functional center for the local area. The invention and adoption of the automobile, combined with the town's close proximity to a major city, eventually changed the function of the town. Several dry goods stores closed, an opera house was eliminated, and two silent-movie houses ceased to exist, and other activities within the village were soon changed or abolished.

While the community became less functionally independent, the ease of travel permitted people to remain in the local area and to commute to jobs in nearby cities. Today the area has retained its agricultural base and remains a small farm trade center, but it now serves a dual function as a bedroom suburb of the urban community.

The community was selected for study because it has experienced numerous development problems in the recent past. The town lost its bus route to neighboring cities, a large canning firm

which employed approximately 300 people closed, the local newspaper ceased printing operations, businesses left the area, public services were adversely affected by the decline in the community functions, numerous federal grant applications for sewer and water failed, school bond levies failed, the local Jaycees folded, and a nearby Air Force Base was permanently closed. Each of these factors contributed to the demise of communal feelings even though the local population continued to grow slightly. The selected community exhibits many of the developmental problems being encountered by numerous small town populations within the state, and provides a natural laboratory for assessing the potential merits of exploring alternative development strategies such as historic preservation.

The sampling methodology used in the study was systematic random selection [Blalock, 1968: 397-399] of an adult resident from every seventh occupied dwelling with the initial residence selected at random. This produced a study sample of 97 people. If members of a selected household declined to participate in the study, an adult member of the next household was asked to participate until consent was secured [Napier and Wright, 1976]. Once study participation was secured, the original sampling procedure was reinstated. The characteristics of the sample are presented in Table I.

TABLE I. Socio-demographic Characteristics of the Sample (N=97)

<u>Characteristics of Respondents</u>	<u>Descriptive Data</u>
Mean Age	44.6 years
Gender	53.6 percent male
Mean Years Residency in Area	26.2 years
Class Level (self-ascribed)	Lower class 6 percent Working class 63 percent Middle class 31 percent Upper class 0 percent
Ancestral Ties	53 percent
Possession of Local Historical Material	10 percent
Organizational Membership	53 percent
Restoration Site Visits in Other Communities	57 percent
Exposure to Local Historical Educational Programs	32 percent

MEASUREMENT OF VARIABLES

The dependent variable termed "willingness to commit limited development resources to local historic preservation efforts" was measured with a Likert-type [Edwards, 1957] attitude scale. Weighting values of 1 through 5 were applied to the designated responses, with high values indicating a positive orientation. Kuder-Richardson [1937] item analysis was used to evaluate the reliability of the scale which resulted in a reliability coef-

ficient alpha of .902. Such an alpha value demonstrates that the items are highly intercorrelated and could be legitimately combined into a composite index. Therefore, the weighted responses were summed and the composite index was used in subsequent analyses. Table II presents the item reliability, response weightings, and frequency distributions for the dependent variable.

[Table II Here]

The independent variables were operationalized in the following manner:

- (1) Age was measured in years of age at last birthdate.
- (2) Length of residence was measured in terms of the years the resident had lived in the community.
- (3) Ancestral ties was measured as the number of years since the respondent's ancestors moved to the area. Having no ancestral ties was coded as one; ancestral ties in the community from 1-50 years was coded as two; ancestral ties of 51-100 years was coded as three; and ancestral ties of 101 and above was coded as four.
- (4) Economic class was measured by asking the respondent to select a category which best described their perceived class level. Lower class was coded as one, working class was coded as two, middle class was coded as three, and upper class was coded as four.
- (5) Formal group membership was measured in terms of the number of formal organizations in which the respondent was actively involved at the time of the study.
- (6) Sex was measured by recording the sex of the respondent. Males were coded as one, and females were coded as two.
- (7) Familiarity with local history was measured by the number of correct responses to a series of statements about local history. The possible responses were: "true," "false," and "don't know." The correct response was weighted as one, while the incorrect or "don't know"

responses were weighted as zero. The responses from each statement were summed to form a composite score. A composite score of eight indicated the greatest knowledge of local history. The lowest possible score was zero, which indicated no knowledge of local history. The sources of knowledge used in the scale came from local historic publications, public information displays, and media presentations.

- (8) Possession of local historical material was measured in terms of whether the respondents had historical material of local importance in their possession. A positive response was coded as two, a negative response, or if the respondent didn't know, was coded as one.
- (9) Restoration site visitations was measured in terms of whether or not the respondent had made any site visits to historic preservation projects. A positive response was coded as two and a negative response was coded as one.
- (10) Exposure to local historic education programs was measured by asking the respondents if they had seen a historic slide show and historical displays about the community. A positive response was coded as two and a negative response was coded as one.
- (11) Attitudes toward historic preservation were measured by a scale constructed using Likert-type [Edwards, 1957] items. This measurement device is a modified version of scaling measures used in previous development research [Napier, et al, 1975, 1976, 1977, 1978]. The responses to each of the items are standardized as follows: "Strongly Agree," "Agree," "Undecided," "Disagree," "Strongly Disagree." The responses to the scale items were weighted from 5 to 1, so that a score of 5 represented the most positive response and a score of 1 represented the least positive response. Responses to negative statements were weighted in a reverse order, with a value of 5 assigned to "Strongly Disagree," and 1 assigned to "Strongly Agree."

Responses to the attitude toward historic preservation items were used to compute Kuder-Richardson [1937] reliability coefficients. The item analysis revealed that all but one of the items were highly intercorrelated. When the item was deleted, the reliability coefficient alpha for the total scale was .879 which

means that the reformulated scale could be legitimately combined into a composite scale. The weighted responses were summed for each respondent to form a composite index that was used in subsequent analyses. The item reliability, response weighting, and frequency counts for attitudes toward historic preservation are presented in Table III.

[Table III Here]

Multiple correlation and stepwise multiple regression analyses were used to assess the validity of the theoretical perspective. Two assumptions were made regarding the statistical analyses: 1) linear relationships exist among variables selected for analyses; and 2) the attitude items and commitment items produced metric measures [Abelson and Tukey, 1970; Labovitz, 1970; Kim, 1975]. Missing data compose a very small percentage of the data for each variable used in the analyses, and consequently were assigned the variable mean and retained for analyses.

FINDINGS

The items in Table II composing the dependent variable were summed to form a composite scale with possible scores ranging from eight to forty. The grand mean of the scale was 26.9 with a standard deviation of 6.5. Since a composite score larger than 24.0 was defined as being somewhat willing to make commitments to local historic preservation programs, the findings suggest that a significant portion of the respondents were willing to make commitments to local historic preservation efforts.

The findings indicate that the respondents would: 1) support local zoning controls to protect historic sites and structures; 2) donate money; 3) loan equipment for building or reconstruction; 4) serve on a committee; 5) provide fix-up materials; 6) donate or loan historical materials for public display; and 7) donate physical labor. The respondents were not favorable toward supporting tax levies to finance historic preservation projects.

The frequency distribution for the items presented in Table III show that the respondents believed that historic preservation: 1) had made the community a better place in which to live; 2) was an important component of community improvement; 3) would benefit the local people; 4) was a good investment; 5) would be a good investment for other towns; 6) efforts would probably be successful; and 7) is a worthy activity.

The multiple regression and correlational analyses revealed strong support for the theoretical perspective developed for the study. The findings indicate that the variables selected for study explained almost half of the variance in commitment of resources to local historic preservation.

The correlation findings are presented in Table IV. These data indicate that attitudes toward historic preservation, familiarity with local history, exposure to local historic educational programs, restoration site visitations, sex, local ancestral ties, and possession of local historical material were significantly related to commitment of resources to local historic preservation efforts at the .05 level. Age, length of residence, formal organ-

izational membership and economic class were shown not to be significantly correlated with commitment.

[Table IV Here]

Stepwise regression analysis was employed to determine the relative importance of the independent variables in the explanation of the variance in the dependent variable when all independent variables were considered simultaneously. The regression findings are presented in Table V in standardized regression coefficient form.

[Table V Here]

The findings show that two variables explain approximately 45 percent of the variance in the dependent variable. The best explanatory variable is "attitudes toward historic preservation" which accounted for 42 percent of the explained variance. Possession of locally relevant historic materials increased the explained variance approximately 3 percent.

The best regression model is presented below in standardized regression coefficient form:

$$Y = 0.617 X_1 + 0.185 X_2 + 0.742e$$

Where Y = willingness to commit limited development resources
to local historic preservation efforts.

X₁= attitudes toward historic preservation

X₂= possession of local historical materials

e = error (residual variance)

SUMMARY AND CONCLUSION

The study findings revealed that a vast majority of the respondents exhibited very favorable attitudes toward local historic preservation programs and indicated willingness to make some type of commitment to preservation efforts. Individuals who held positive perceptions about historic preservation as a concept and who perceived that benefits would be derived from such efforts tended to exhibit significantly higher degrees of willingness to commit resources to local historic preservation efforts. Thus, perception of benefits appears to be the single most important explanatory factor in understanding willingness to commit resources toward the accomplishment of historic preservation programs.

The findings strongly indicate that strategies to implement local historic preservation efforts must include an educational component to demonstrate the benefits local people can realistically expect to derive from the development program. Local people should be exposed to information obtained from similar programs in other areas to demonstrate the potential benefits and costs of such efforts. In like manner, locally relevant information should be disseminated so that people will perceive the merits of saving local historical material or structures. Certainly those persons with a strong attachment to the history of the area should be prime candidates for action roles in the implementation stages of the development effort.

Historic preservation is clearly a viable development option within the study group. While such programs will probably not

contribute directly to the reduction of unemployment, provide public services, or address other developmental problems, it may well serve as the stimulus for the emergence of collective action to resolve such issues. In essence, historic preservation programs may contribute a great deal to the community development process among small town populations. Historic preservation programs: 1) focus upon the community as the unit of analysis; 2) require local initiative and leadership; 3) employ internal resources; and 4) invite participation and promote democratic task accomplishment, which are defined by Cary [1970:2] as central to the community development process. Unfortunately, community development specialists have largely ignored development options which are based primarily upon cultural resources [Hill and Dickens, 1978] even though these resources exist in every social group regardless of the socio-economic situation of the group. Historic preservation provides one means of using cultural resources in the development process. As people, public organizations, and private businesses interact to undertake and implement achievable historic preservation programs, they may develop a social network which can link them together again as an interactional unit to attack other problems. Not only will the goal of preservation of cultural objects and history be achieved but systematic linkages among community members may lead to a much expanded community development program.

FOOTNOTES

- 1 For the purpose of this study, a small town is defined as a group of less than 2,500 inhabitants, living within a specific geographic area, with shared institutions, values, and significant social interaction.
- 2 Local historic preservation is defined as any activity which preserves an area's cultural history. It can be the restoration of a local artifact or landmark, the celebration of local history, the recording of oral history, or any activity that enhances local historic pride.
- 3 Profits refer to rewards minus costs (efforts required to gain a reward and foregone rewards) for engaging in a specific interactive situation [Simpson, 1972:2]. Rewards refers to anything an individual receives that is perceived to be valuable to him. It can be money, social approval, esteem, power, and even the avoidance of punishing alternatives.
- 4 Investments are past activities (such as education, work experience and acquired skills) and personal characteristics (such as age, sex and race) which affect participation in action situations.

TABLE II. Summated Scale of Likert-Type Commitment Items with Response Weightings, Frequency Counts (Percentages in Parentheses) and Reliability of the Item. (N=97)

Item**	Definitely Willing	Probably Willing	Maybe	Probably Not Willing	Definitely Not Willing	No Response	Mean	Standard Deviation	Kuder- Richardson Reliability Coefficient
	5*	4*	3*	2*	1*				
Support for local zoning controls to protect historic sites and building.	32 (33.0)	29 (29.9)	25 (25.8)	5 (5.2)	2 (2.1)	4 (4.1)	3.9	1.0	0.668
Donation of money for local historic preservation projects.	10 (10.3)	30 (30.9)	34 (35.1)	17 (17.5)	3 (3.1)	3 (3.1)	3.2	1.0	0.682
Support a tax levy to finance historic preservation projects.	8 (8.2)	14 (14.4)	29 (29.9)	25 (25.8)	17 (17.5)	4 (4.1)	2.7	1.2	0.509
Loan of equipment or tools to help reconstruct a local historic site or building.	18 (18.6)	32 (33.0)	22 (22.7)	13 (13.4)	5 (5.2)	7 (7.2)	3.5	1.1	0.798
Service on a committee to help local historic preservation efforts.	11 (11.3)	31 (32.0)	29 (29.9)	15 (15.5)	6 (6.2)	5 (5.2)	3.3	1.1	0.756
Donation of fix-up material needed to restore a local historical building or objects.	9 (9.3)	36 (37.1)	24 (24.7)	14 (14.4)	5 (5.2)	9 (9.3)	3.3	1.0	0.749
Donation or loan of historical material and objects for public display.	24 (24.7)	31 (32.0)	18 (18.6)	12 (12.4)	5 (5.2)	7 (7.2)	3.6	1.1	0.745
Volunteer time for physical work to help accomplish local historical preservation projects.	13 (13.4)	27 (27.8)	32 (33.0)	11 (11.3)	7 (7.2)	7 (7.2)	3.3	1.1	0.651
Total Scale Score							26.9	6.5	
Total Scale Reliability Alpha									0.402

*Weighting values used for responses.

**The respondents were asked to evaluate each possible commitment by circling the response which best reflected their willingness to commit resources to historic preservation in the village.

TABLE III. Summated Scale of Likert-type Attitude Items with Response Weightings, Frequency Counts (Percentages in Parentheses) and Reliability of the Item and Scale. (N=97)

Item	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	No Response	Mean	Standard Deviation	Kuder-Richardson Reliability Coefficient
*Local historic preservation projects have <u>not</u> made our community a better place in which to live.	11 (11.3)	18 (18.6)	15 (15.5)	40 (41.2)	11 (11.3)	2 (2.1)	3.2	1.2	0.513
**Local historic preservation is an important part of community improvement.	20 (20.6)	60 (61.9)	12 (12.4)	3 (3.1)	2 (2.1)	0 (0.0)	4.0	.8	0.628
**Historic preservation will benefit me or some member of my family.	9 (9.3)	49 (50.5)	25 (25.8)	11 (11.3)	2 (2.1)	1 (1.0)	3.5	.9	0.642
**Local historic preservation efforts are a waste of money.	3 (3.1)	3 (3.1)	16 (16.5)	56 (57.7)	17 (17.5)	2 (2.1)	3.9	.9	0.673
**Historic preservation efforts are needed in our community	9 (9.3)	59 (60.8)	20 (20.6)	4 (4.1)	2 (2.1)	3 (3.1)	3.7	.8	0.753
*The costs of saving local historical objects from our community's past cannot be justified.	3 (3.1)	6 (6.2)	25 (25.8)	44 (45.4)	15 (15.5)	4 (4.1)	3.7	.9	0.659
**Most communities would benefit from historic preservation.	22 (22.7)	55 (56.7)	12 (12.4)	5 (5.2)	3 (3.1)	0 (0)	4.1	.9	0.741
Restoration of old buildings usually costs less than constructing a new one of comparable size.			ITEM DELETED						-0.057
*Historic preservation efforts in our community will probably fail.	4 (4.1)	13 (13.4)	23 (23.7)	46 (47.4)	11 (11.3)	0 (0)	3.5	1.0	0.469
**Historic preservation is a worthy endeavor.	18 (18.6)	68 (70.1)	6 (6.2)	3 (3.1)	0 (0)	2 (2.1)	4.1	.6	0.591
Total Scale Score							33.6	5.7	
Total Scale Reliability Coefficient Alpha									0.879

*Weighting values of 1 through 5, from "Strongly Agree" to "Strongly Disagree".

**Weighting values of 5 through 1, from "Strongly Agree" to "Strongly Disagree".

TABLE IV. Correlation Matrix for Selected Variables and Willingness to Commit Limited Development Resources to Local Historic Preservation Efforts (N=97)

	1	2	3	4	5	6	7	8	9	10	11	12
	Attitudes Toward Historic Preservation	Familiarity With Local History	Exposure to Local Historical Programs	Visitations to Restoration Sites	Age	Sex	Length of Residency	Local Ancestral Ties	Possession of Local Historical Material	Local Organization Involvement	Class	Commitment to Historic Preservation
1.	1.00											
2.	0.33*	1.00										
3.	0.30*	0.45*	1.00									
4.	0.27*	0.08	0.11	1.00								
5.	0.04	0.21*	0.07	-0.26*	1.00							
6.	-0.15	-0.12	-0.13	-0.15	0.07	1.00						
7.	0.11	0.44*	0.29*	-0.06	0.69*	0.07	1.00					
8.	0.13	0.36*	0.22*	0.08	0.04	0.03	0.49*	1.00				
9.	0.20*	0.26*	0.28*	0.22*	0.07	-0.25*	0.23*	0.25*	1.00			
10.	0.14	0.14	0.26*	0.05	0.28*	-0.10	0.28*	0.19	0.04	1.00		
11.	0.24*	0.22*	0.16	0.30*	0.11	0.08	0.29*	0.17	0.19	0.08	1.00	
12.	0.65*	0.29*	0.32*	0.28*	-0.15	-0.27*	0.10	0.21*	0.31*	0.13	0.11	1.00

*Correlation is significant at the .05 level.

TABLE V. Stepwise Regression Analysis for Willingness to Commit Limited Development Resources to Local Historic Preservation Efforts. (N=97)

	1	2	3	4	5	6	7	8	9	10	11	Adjusted Coefficient of Determination	Entering Variable F Ratio
	Attitudes toward Historic Preservation	Possession of Local Historical Materials	Age	Length of Residence	Sex	Class Level	Exposure to Local Historical Programs	Visitations to Local Restoration Sites	Local Organizational Involvement	Familiarity With Local History	Ancestral Ties		
Step 1.	0.655											0.42	70.6*
Step 2.	0.617	0.185										0.45	5.7*
Step 3.	0.609	0.197	-0.143									0.47	3.6
Step 4.	0.590	0.167	-2.273	0.190								0.48	3.1
Step 5.	0.573	0.131	-0.276	0.211	-0.141							0.49	3.4
Step 6.	0.589	0.142	-0.286	0.237	-0.131	-0.085						0.49	1.1
Step 7.	0.575	0.131	0.273	0.212	-0.125	-0.085	0.070					0.49	0.7
Step 8.	0.564	0.122	-0.259	0.214	-0.199	-0.103	0.071	0.067				0.49	0.7
Step 9.	0.560	0.126	-0.270	0.211	-0.115	-0.103	0.061	0.063	0.044			0.48	0.3
Step 10.	0.558	0.126	-0.270	0.207	-0.114	-0.103	0.059	0.063	0.044	0.011		0.48	0.2

*Significant at the .05 level.

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